What is claimed is:

1. A method for fitting shoes, comprising the steps of:

maintaining an inventory of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface;

measuring the size, width and arch height of feet of a customer to be fitted for shoes;

selecting the proper size shoes of at least one style selected by the customer;

inserting an orthotic onto the flat inner foot receiving surface of each of the selected shoes; and

fitting the combination of the orthotic and the shoe on the feet of the customer.

2. The method according to claim 1, wherein the orthotic is a prefabricated orthotic.

3. The method according to claim 2, further comprising maintaining an inventory of orthotics having a range of sizes.

4. The method according to claim 1, wherein the orthotic is a custom made orthotic.

5. The method according to claim 4, further comprising fabricating the custom made orthotic from the measurements of the size, width and arch height for each foot.

6. The method according to claim 1, wherein the orthotic is a prescription orthotic.

7. The method according to claim 1, wherein the inventory of shoes comprises dress shoes.

8. The method according to claim 1, wherein the inventory of shoes comprises fashion shoes.

9. The method according to claim 8, wherein the inventory of shoes comprises women's fashion shoes.

10. The method according to claim 1, wherein the step of measuring the width includes measuring one of three foot widths for each foot.

11. The method according to claim 1, wherein the style of the shoe is selected over the Internet.

12. A system for fitting shoes, comprising:

an inventory of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface;

a device for measuring the size, width and arch height of feet of a customer to be fitted for shoes; and

an inventory of prefabricated orthotics for inserting onto the flat inner foot receiving surface of each of proper size shoes of at least one style selected by the customer, the orthotic selected from the inventory of orthotics based upon the measurements;

whereby the combination of the selected orthotics and the selected shoes are fitted on the feet of the customer.

13. The system according to claim 12, wherein the inventory of prefabricated orthotics have a range of sizes and arch heights.

14. The system according to claim 12, wherein the device for measuring the width includes indicia for measuring one of three foot widths for each foot.

15. A system for fitting shoes, comprising:

an inventory of shoes of different styles and sizes, each shoe having a flat inner foot receiving surface;

a device for measuring the size, width and arch height of feet of a customer to be fitted for shoes; and

a custom made orthotic for inserting onto the flat inner foot receiving surface of each of proper size shoes of at least one style selected by the customer;

whereby the combination of the orthotics and the selected shoes are fitted on the feet of the customer.

16. The system according to claim 15, further comprising a device for fabricating the custom made orthotic from the measurements of the size, width and arch height for each foot.

17. The system according to claim 15, wherein the orthotic is a prescription orthotic.

18. The system according to claim 15, wherein the inventory of shoes comprises dress shoes.

19. The system according to claim 15, wherein the inventory of shoes comprises fashion shoes.

20. The system according to claim 19, wherein the fashion shoes are women's fashion shoes.

21. The system according to claim 15, wherein the device for measuring the width includes indicia for measuring one of three foot widths for each foot.

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22. A device for measuring foot size comprising:

a surface for receiving a foot;

a first reference on the surface for indicating a selected location of the back of a foot:

a second reference on the surface for indicating a selected location for one side of the right foot;

a third reference on the surface for indicating a selected location for one side of the left foot;

first indicia on the surface for indicating the length of a foot having the back of the foot at the first reference;

second indicia on the surface for indicating the width of the right foot having the one side thereof at the second reference;

third indicia on the surface for indicating the width of the left foot having the one side thereof at the third reference; and

a mechanism for measuring the height of the arch of the left foot and the right foot.

23. The device according to claim 22, wherein the second and third indicia each comprise three parallel lines.

24. The device according to claim 22, wherein the mechanism for measuring the arch height comprises two opposing wedges movable towards and away from the arch of a foot and indicia associated with each wedge indicating the height of the arch based upon the position of the wedge.

25. A device for measuring foot size comprising:

a housing for receiving a foot;

a first reference for indicating a selected location of the back of a foot;

a second reference for indicating a selected location for one side of the right foot;

a third reference for indicating a selected location for one side of the left foot;

first indicia for indicating the length of a foot having the back of the foot at the first reference;

second indicia for indicating the width of the right foot having the one side thereof at the second reference;

third indicia for indicating the width of the left foot having the one side thereof at the third reference;

a plurality of scanners for scanning an image of the indicia and of the foot in the housing in three dimensions including the arch height thereof and a mechanism for measuring the length and width of the foot using the indicia and measuring the height of the arch of the foot.

26. The device according to claim 25, wherein the second and third indicia each comprise three parallel lines.

27. The device according to claim 25, wherein the scanners comprise CCD imagers.

28. The device according to claim 25, further comprising a processor for receiving the imaging information from the scanners and for producing the measurements.

29. The device according to claim 25, further comprising a modeler connected to the processor for forming orthotics customized to the measurements for each foot.